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DEFENSE MANPOWER DATA CENTER

Military Advertising Awareness & Effectiveness

Findings from the 1990 Youth Attitude Tracking Study

Market Research & Analysis Branch

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MILITARY ADVERTISING AWARENESS & EFFECTIVENESS

Findings from the 1990 Youth Attitude Tracking Study

December, 1992

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FOREWORD

This report is one in a series focusing on the 1990 Youth Attitude Tracking Study (YATS) of American youth. The Human Resources Research Organization (HumRRO) prepared the report under contract MDA-903-90-C-0126, Communications and Enlistment Decisions: Topical Survey Reports, under the Joint Market Research Program of the Office of the Assistant Secretary of Defense for Force Management and Personnel (OASD [FM&P]).

YATS is part of an ongoing research program in support of military manpower and recruiting efforts. A nationally representative sample of American youth 16 to 24 years old were interviewed by telephone to obtain information about their backgrounds, current status and future plans, self-reported likelihood of enlisting in the military, and perceptions concerning a wide variety of relevant issues.

This report examines data from the 1990 YATS survey concerning youth awareness of military and Service advertising, the Services' images among youth, and actions taken by young people to seek information about the military. Advertising variables were analyzed in terms of respondent gender, age, school status, estimated quality, composite active propensity, race, geographic region, and employment status. Exposure to advertising and perceptions of a variety of job/life dimensions (e.g., personal freedom, serving the country, obtaining money for education) were also evaluated. Youth were asked whether each dimension could best be attained in the civilian world, in the military, or equally in both. Those who indicated the attribute could be achieved in the military or both, were asked which *branch* of the military offered the best opportunities. Responses were then examined in terms of those who were and were not exposed to military advertising in the past year.

The Contracting Officer's Technical Representative was Ms. Candace Fryburger of the Defense Manpower Data Center (DMDC). The HumRRO Project Director and principal author of the report was Mr. Pat Lerro. Dr. Peter Ramsberger and Ms. Janice Laurence were the principal analysts and contributing authors, supported by Ms. Julien Chan and Ms. Felicity Tagliareni. Ms. Pamela Croom lent graphic arts support. Dr. W. S. Sellman, OASD/FM&P Director for Accession Policy, provided policy guidance, and Dr. Jerome Lehnus, Chief, Market Research at DMDC, provided technical direction and guidance.

The opinions expressed in this report are those of the authors and do not represent official Department of Defense position or policy.

EXECUTIVE SUMMARY

This report examines data from the 1990 Youth Attitude Tracking Study (YATS) survey concerning youth awareness of military advertising. It was designed to help answer the question, "How effective is advertising?" Data regarding Service advertising awareness levels, slogan recognition, reactions to receipt of Service literature, and actions taken by young people to seek information about the military were analyzed in terms of pertinent demographics, advertising exposure, and military perceptions. The demographics included gender, age, school status, estimated quality, composite active propensity, race/ethnicity, geographic region, and employment status.

YATS is an annual survey of approximately 10,000 men and women, aged 16-24. Respondents are identified through random selection of telephone numbers, and computer-assisted telephone interviews (CATIs) are used to collect information. CATI presents questions on a computer screen to the interviewer to read over the telephone, and interviewers type responses into a database as the interview is being conducted. This technology eliminates inappropriate questions based on a respondent's earlier answers and identifies inconsistent responses during the interview.

A key measure in YATS is self-reported enlistment propensity. The measure is based on a series of questions asking the likelihood the respondent will be in the Army, Navy, Air Force, or Marine Corps in the next few years. Respondents indicating they will "definitely" or "probably" be on active duty in one of these Services are said to have positive propensity. Others are said to have shown negative propensity.

Summary of Findings

Advertising Recall. The highest levels of advertising recall (over 90 percent) were generated among the following demographic subgroups: higher aptitude males, college students, currently employed youth, and those within the negative propensity category (where there are large proportions of high-quality males and college-bound youth).

Television generated the highest advertising recall, followed by radio and magazines. When asked which Service advertisements they recalled, respondents mentioned the Army approximately three times more often than the Air Force and Marine Corps, and nine times more often than the Navy. Army advertisements generated the highest total recall among all demographic groups, followed by the Marine Corps, Air Force, Navy, and Reserves.

Slogan Recognition. The Air Force slogan, "Aim High," and the Army's "Be All You Can Be" were the most widely recognized (88.5 and 88.4 percent, respectively) followed by the Marine Corps' "The Few, the Proud,..." (84.4 percent). The current Navy slogan, "Full Speed Ahead," was recognized by less than half the respondents (48.2 percent). Among the Active Components, Navy slogans were most often misidentified as belonging to another Service. More than three-quarters of the respondents failed to correctly identify Joint Service advertising slogans. Most respondents associated Joint Service advertising slogans with the Army and Marine Corps.

Unsolicited Mail. High-quality males, those who have at least a high school diploma and who are estimated to score at or above the 50th percentile on the Armed Forces Qualification Test, reported the highest incidence of receipt of literature (48 percent). Thirty percent of that group reported they were annoyed by the receipt of unsolicited literature; 17 percent believed the literature was informative.

There were significant differences among the demographic groups regarding the first-mentioned Service that sent literature. Youth more frequently first reported receiving literature from the Army, with over half of those with post-high school education and in negative propensity groups. Women had the highest reported incidence of receipt of Army literature (59 percent) and the lowest reported incidence of receipt of Navy literature (8 percent). The high quality male group reported higher levels of receipt of literature than the low quality group for all Services except the Marine Corps.

Few youth recalled responding to literature or other media messages encouraging a young person to call a toll-free number or mail a business reply card. The percentages of most responses, regardless of demographic or other characteristics, were in single digits. The only exceptions were among the positive propensity group (15 percent) and Blacks (10 percent), but even those percentages were relatively low.

Recruiter Contact. Over two-thirds of the high quality males reported having had contact with a recruiter. The greatest proportion reporting Army recruiter contact was in the negative propensity, high school senior/graduate, and college-plus groups -- all approaching 50 percent. The Army was the only Service where a greater proportion of those with negative propensity reported contact than those with positive propensity. The Navy's highest reported contacts were from the positive propensity group, Blacks, and nongraduates. The Marine Corps had higher proportions of the young high school students report recruiter contact. The Air Force was the only Service where more women than men reported contact with a recruiter. Approximately 21 percent of the positive propensity group had visited a recruiting office in the past year, compared to just 5 percent of the negative propensity group, although 10 percent of high quality males also reported visiting a recruiting office.

Achieving Personal Goals. Respondents were asked whether 13 job/life attributes could best be found in a military or a civilian setting, or equally in both. Serving one's country and travel/adventure were the values thought most likely found in the military. Staying near one's family and friends and personal freedom were thought best found in a civilian setting, by approximately three-fourths of the respondents. Opportunities for such things as job/skill training, developing leadership skills, working in a high tech environment, teamwork, and equal opportunity were thought to be equally available in either a military or a civilian setting.

Respondents also indicated which Service they thought best provided the opportunity to achieve the 13 job/life values. Results indicated that the Services have distinct images. The Air Force was 37 percentage points ahead of the next Service in terms of being associated with working in a highly technical environment. The Marine Corps was 29 points ahead of the next Service on physical challenge, and top-rated for developing leadership

skills. The Army was 23 points ahead on money for education, and in first place for job/skill training. The Navy was most closely identified with travel and adventure.

Observations/Implications

The data provide some insight into the question, "How effective is advertising?" Advertising awareness levels were high, slogan recognition was strong, and significant proportions of the respondents recalled having received information about the military. Many also reported contact with military recruiters. Respondents believed that most of the job/life values could be found in a military setting or at least equally in a civilian or military setting. All of these factors indicate that advertising is working.

The ability to purchase effective amounts of television advertising time is increasingly at risk for all Services. With pressures to continually reduce advertising resources, military advertising managers face a greater challenge to efficiently reach the primary target market of high quality youth. The strength of magazine recall among high quality youth (40 percent) indicates that magazines may be an effective media vehicle, especially in a constrained budget environment.

The data indicate that recruiters reach intended target audiences. From one-half to two-thirds of high quality youth and those with some college reported having had contact with a recruiter, particularly with Army and Marine Corps recruiters. In addition, the data suggest that recruiters are concentrating on specific market segments. Higher percentages of those who reported talking to an Air Force or Marine Corps recruiter were high school students; higher percentages of those who talked to any recruiter were high school graduates and college students. The same observations can be made about literature, where over half of those with education beyond high school and negative propensity groups reported receiving Army material.

The data suggest that the Services have established distinct images through advertising. The Army "owns" money for education, the Air Force is the "premier" Service for providing a highly technical work environment, the Marine Corps is the "elite" Service for leadership development and physical challenge, and the Navy rates highest in providing travel and adventure.

Some differences in slogan recognition may be as much a function of resource availability and continuity as they are of content and existing Service images. Before the reductions in advertising levels over the last few years, the Army had substantially higher resource levels than the other Services. The Army cites the increased emphasis on advertising as a major component of its recruiting successes in the mid to late 1980s (White, 1989). Additionally, its slogan, "Be All You Can Be," has approached icon status over the last decade, almost universally recognized by its background music, even without words. On the other hand, the Navy has made two major changes in its slogan during the last few years, and has not been able to establish adequate reach and frequency levels, perhaps in part due to relatively limited resources. It is not surprising that the current Navy slogan had the lowest recognition level of the Services.

Military advertising seems to be getting its message to the public. The findings from this study suggest that military advertising is an effective mechanism for creating awareness of the military and knowledge of the specific opportunities available in each Service. This conclusion is consistent with other studies that have shown that military advertising is a key factor in recruiting success (Dertouzos & Polich, 1989).

TABLE OF CONTENTS

Page

Section 1. INTRODUCTION 1

Purpose 1
Methodology 2
Data Collection 4
Survey Content. 4

Background 5
Exposure to Advertising. 5
Slogan Recognition 6
Information from Services. 7
Recruiter Contact. 7

Report Organization 8

Section 2. EXPOSURE TO ADVERTISING 9

Where and by Whom Was Advertising Seen? 9
Recall of Service Advertising 13

Slogan Recognition by Service 15
Army 15
Navy 16
Air Force. 17
Marine Corps. 17
Joint Recruiting Advertising. 17

Section 3. EXPOSURE TO ADVERTISING LITERATURE 19

Receipt of and Reaction to Unsolicited Mail 19

Service Sending Literature 21
Army 23
Navy 23
Air Force. 23
Marine Corps. 24

Futures Magazine 24

Table of Contents, Continued:

Page

Section 4. SEARCH FOR INFORMATION 27

Army 28
Navy 28
Air Force. 29
Marine Corps 30
Reserve Components 30

Section 5. RELATIONSHIPS OF VALUES AND PERCEPTIONS TO THE MILITARY 33

Service Advertising Strategies 35
Army 35
Navy 35
Air Force. 37
Marine Corps. 37

Comparing Strategies and Messages with Respondent Images 37

Section 6. CONCLUSIONS 39

Observations and Implications 39
Observations 39
Implications 43

Conclusions 44

REFERENCES 47

Table of Contents, Continued:

Page

List of Tables

Table No.

1.1 1990 YATS Weighted Sample Demographic Information 3

2.1 Media Where Advertising Seen in Past Year - First Mention and All Mentions by Selected Demographics 11

2.2 Service for Which Advertising Seen in Past Year - First and All Mentions by Those Who Saw Military Advertising 14

2.3 Service Identification of Advertising Slogans 16

3.1 Service from Which Mail was Received - First Mentions by Those Who Received Unsolicited Recruiting Mail 22

4.1 First Service Mention for Those Who Spoke with Recruiter in Past Year 29

4.2 Sent in a Coupon, Made a Toll-free Call, or Visited a Recruiting Station 31

5.1 Service Seen as the Best Source of Values, by Exposure to Advertising in the Past Year 36

List of Figures

Figure No.

2.1 Recall Seeing/Hearing Military Advertising in Past Year by Selected Demographics 10

3.1 Receipt of and Reaction to Unsolicited Mail 20

3.2 Received/Read *Futures* Magazine in the Past Year 25

4.1 Talked with Recruiter Ever and Who Talked to a Recruiter within Past Year 27

5.1 Those Exposed to Military Advertising Indicating Environment Where Values Can Best Be Found 34

Table of Contents, Continued:

Page

APPENDIX A. Data Tables with Population Estimates and Sample Sizes A-1

Table

A-1. Recall Seeing/Hearing Military Advertising in Past Year by Selected Demographics A-3

A-2. Media Where Advertising Seen in Past Year First Mention by Selected Demographics A-4

A-3. Media Where Advertising Seen in Past Year All Mentions by Selected Demographics A-5

A-4. Service for Which Advertising Seen in Past Year First Mention by Those Who Saw Military Advertising by Selected Demographics A-6

A-5. Service for Which Advertising Seen in Past Year All Mentions by Those Who Saw Military Advertising by Selected Demographics A-7

A-6. Received/Read "Futures" Magazine in the Past Year by Selected Demographics A-8

A-7. Receipt and Reaction to Unsolicited Mail by Selected Demographics A-9

A-8. Service from Which Mail Was Received First Mentions by Those Who Received Recruiting Mail by Selected Demographics A-10

A-9. Talked with Recruiter Ever/Past Year and First Mentions of Service by Those Who Talked within Past Year by Selected Demographics A-11

A-10. Military vs. Civilian Comparisons, Work-Related Values and Advertising Recall A-12

A-11. Relationship of Source of Values and Exposure to Advertising in Past Year A-13

A-12. Relationship of Source of Values, Service Perceptions, and Exposure to Advertising in Past Year A-14

Section 1

INTRODUCTION

In an all-volunteer environment, military recruiting is affected by the dynamics of the marketplace: changes in the number, qualifications, and attitudes of enlistment-eligible youth; shifts in the attitudes of those who exert an influence on youth; and continually changing economic and social conditions. These factors influence whether young people are interested in joining the military or selecting other career options. A key element to recruiting success is a strong market research effort that provides insight into the backgrounds, attitudes, values, perceptions, and inclinations of young men and women to serve in the military. The Youth Attitude Tracking Study (YATS) has been a major tool to provide such data to the Department of Defense (DoD) since 1975.

Purpose

This report is one in a series describing results of the 1990 YATS survey. The report focuses on military advertising. DoD and the Services use advertising to help recruiters succeed in obtaining appointments and ultimately enlistments. Advertising builds general awareness of the military, creates a lasting positive "brand" image, influences attitudes, increases knowledge of the specific opportunities available in each Service, 'and aids recruiter-related activities.

This report was designed to help answer the question, "How effective is advertising?" It examines YATS items that address the youth population's awareness of advertising; their

accuracy in identifying various military advertising slogans; receipt of and reaction to recruiting literature; perceptions of the environment in which a number of life- and work-related values can best be achieved; and the type, frequency, and effect of contact with recruiters. The data are examined across demographic and other respondent characteristics.

Methodology

The Advertising Awareness report is based on data collected in the 1990 Youth Attitude Tracking Study. This survey included a national sample of 9,797 16-24 year-old men and women living in the United States in households or non-institutionalized group homes with telephones. Individuals who had served in the U. S. Armed Forces, or had contracted to do so, were excluded from the sample. Table 1.1 displays demographic characteristics of the sample population. Sample data were weighted to the national population for all analyses.

Respondents were identified through random selection of telephone numbers, and computer-assisted telephone interviews (CATIs) were used to collect information. CATI presented questions on a computer screen to the interviewer to read over the telephone, and interviewers typed responses into a database as the interview was being conducted. This technology eliminated inappropriate questions based on a respondent's earlier answers and identified inconsistent responses during the interview.

A key measure in YATS is self-reported enlistment propensity. The measure is based on a series of questions asking the likelihood the respondent will be in the Army, Navy, Air Force, or Marine Corps in the next few years. Respondents indicating they will "definitely"

Table 1.2 1990 YATS Weighted Sample Demographic Information

Characteristic	Percent of Population
Gender	
Males	49.1
Females	51.0
Age	
16-18	38.8
19-21	33.4
22-24	27.9
Aptitude*	
Category I-IIIA	54.9
Category IIIB-V	45.1
Race	
White	80.4
Black	14.9
Other	4.1
NOTE: When asked if the respondent considered him/herself Hispanic, 8.3 responded affirmatively.	
Education Status	
Non high school graduates	15.9
High school students	32.8
High school graduates (not in school)	31.4
Post-secondary students	19.9
Marital Status	
Never been married	82.1
Married	15.5
Widowed/Divorced/Separated	2.4

* Aptitude percentages are based upon probability estimates given various demographic information contained in YATS as described in Orvis, B.R., & Gahart, M.T. (1989). *Quality-based analysis capability for national youth surveys*. (R-3675-FMP). Santa Monica, CA: RAND. These AFQT quality estimates are available for males only. The interpretation here for example is that 55 percent of the male portion of the sample was estimated to score in the upper half on the Armed Forces Qualification Test (AFQT) distribution.

Columns may not sum to 100% due to rounding.
Source: 1990 YATS

or "probably" be on active duty in one of these Services are said to have positive propensity. Others are said to have shown negative propensity.

Data Collection

Data were collected in December 1990, and January and February 1991. Thus, interviews occurred during the period when Operations Desert Shield or Desert Storm were underway. Troops were mobilized, a bloody ground war was feared, and the air war was initiated. All interviews were conducted prior to the onset of the ground war on February 27, 1991, and consequently before the successful outcomes of the Persian Gulf deployment were realized.

Survey Content

The 1990 YATS survey began with questions regarding the respondents' school and employment status, followed by exploration of future plans. Propensity, or inclination to enlist in the military, was then assessed through a series of questions concerning the likelihood the respondent would enlist in the Army, Navy, Air Force, Marine Corps, Coast Guard, National Guard, or Reserves in the next few years.

The survey queried respondents about their advertising awareness, slogan recognition, and discussions with others about military enlistment. It also gathered information about respondent demographics, contact with military recruiters, and recall of receiving unsolicited direct mail. Respondent opinions regarding a variety of current world events and government policies were assessed. The role of influencers also was explored.

Other questions asked about a variety of personal and work-related attributes such as personal freedom and job training, and whether those values could better be obtained in a military or a civilian setting or equally in both settings. Respondents who believed the attributes to be best achieved in the military or equally in both settings were then asked in which Military Service the attribute could best be obtained.

Background

The independent variables examined in this report were respondent gender, age, school status (six categories - from non-high school graduate through collegiate post-graduate), aptitude estimate (derived by combining factors such as school status, high school courses and grades, and parental information), self-reported enlistment propensity (positive propensity included those who stated they "definitely" or "probably" would join the military in the next few years; negative propensity included those who stated they would "definitely not" or "probably not" join the military), race/ethnicity, employment status (employed, unemployed but looking for work, and unemployed and not looking), and Census region of residence (Northeast, North Central, South, and West).

Exposure to Advertising. The first question addressed in this report was, "Who was exposed to military advertising?" Data concerning exposure were cross-tabulated with a variety of personal and background characteristics. Chi-square tests were conducted to determine whether there were significant differences between subgroups in terms of the percentages who reported that they had seen, read, or heard a military advertisement in the past year.

A similar procedure examined the specific Service(s) for which advertising had been seen or heard and the type of media in which the advertisements had been encountered. Analyses were conducted on first-mentioned Service advertisements and total first, second, and third mentions. That is, respondents were first asked to specify the Service for which they recalled seeing, hearing, or reading advertising. This question was then followed by asking the respondents whether they could identify other Services for which they recalled advertising. First mention and total mention analyses were conducted for all data dealing with specific Service identifications. The first-mention indicated the Service mentioned first; the compilation of "all" mentions measured the first three mentions of respondents. Due to small numbers of respondents who mentioned recalling specific Reserve Components, Reserve data were combined for the analyses.

Also examined in conjunction with the exposure data were youth perceptions of the military and specific Services as avenues for finding a variety of work-related or personal attributes, such as job security and personal freedom. In each case, respondents were asked: 1) how important the attribute was to them; 2) whether it could most likely be found in the military, in civilian life, or equally in both; and 3) if most likely found in the military or equally in both, which Service provided the best opportunity. Cross-tabulations and chi-squares were computed to determine whether such perceptions differed between those who had recalled exposure to advertising and those who had not, and whether exposure groups differed in their perceptions of individual Services.

Slogan Recognition. Interviewers asked respondents to identify slogans used in recruiting advertising for the specific Services and the Joint Recruiting Advertising Program.

To ascertain the degree of slogan recognition, summary "confusion" matrices and associated agreement indices were created. These matrices showed the percentage of respondents who correctly matched a slogan with a Service and the proportion of youth who identified a Service other than the one represented by the slogan (confusion).

Information from Services. A series of questions in the 1990 YATS survey concerned whether the respondent recalled receiving or seeking information from the Services. Each respondent was asked whether he or she had received literature or other mail from the military, sent a reply post card to the military, or made a toll-free call to the military to request information. Respondents also were asked from which Service(s) information was received and if it affected their level of interest in the military. Chi-square tests were computed separately on the Service first mentioned and, where more than one Service was mentioned, the combined first, second, and third responses. The responses to each question were examined within demographic and background characteristics to determine whether there were subgroup differences regarding information received or sought.

Recruiter Contact. Youth were asked whether they had ever visited a recruiting station or talked to a recruiter, and if so, whether the contact had occurred within the past year. Respondents reporting recruiter contact were asked to specify the Service(s) with which they had been in contact. Differences among demographic subgroups regarding recruiter contact also were examined. To determine if there were differences in recruiter contact by specific Service, separate analyses were conducted on respondents' first response and, for those who reported contact with more than one Service, combined first, second, and third responses.

Report Organization

Section 2 of this report provides findings regarding exposure to advertising. It supplies data on the proportions of respondents, by various demographics, who recalled seeing or hearing military advertising, for which Services they recalled such advertising, and the percentages who matched Service advertising slogans to particular Services.

Section 3 provides data regarding exposure to military advertising literature. It indicates the percentages of respondents who reported receiving unsolicited military literature and their reaction to that material. It presents proportions who recalled receiving *Futures* magazine, and, of those who did, the proportions who read the magazine.

Section 4 reports data on seeking information about the military. It reports the proportions of respondents who said they had spoken with recruiters, visited recruiting offices, sent in a post card or coupon, or made an 800 toll-free telephone call for more information.

Section 5 describes the relationship of advertising exposure to respondents' perceptions about whether a number of work and personal attributes could best be achieved in a military or a civilian setting or equally in both. Section 6 provides the authors' observations and the implications derived from a review of the FY 1990 YATS survey findings.

Section 2

EXPOSURE TO ADVERTISING

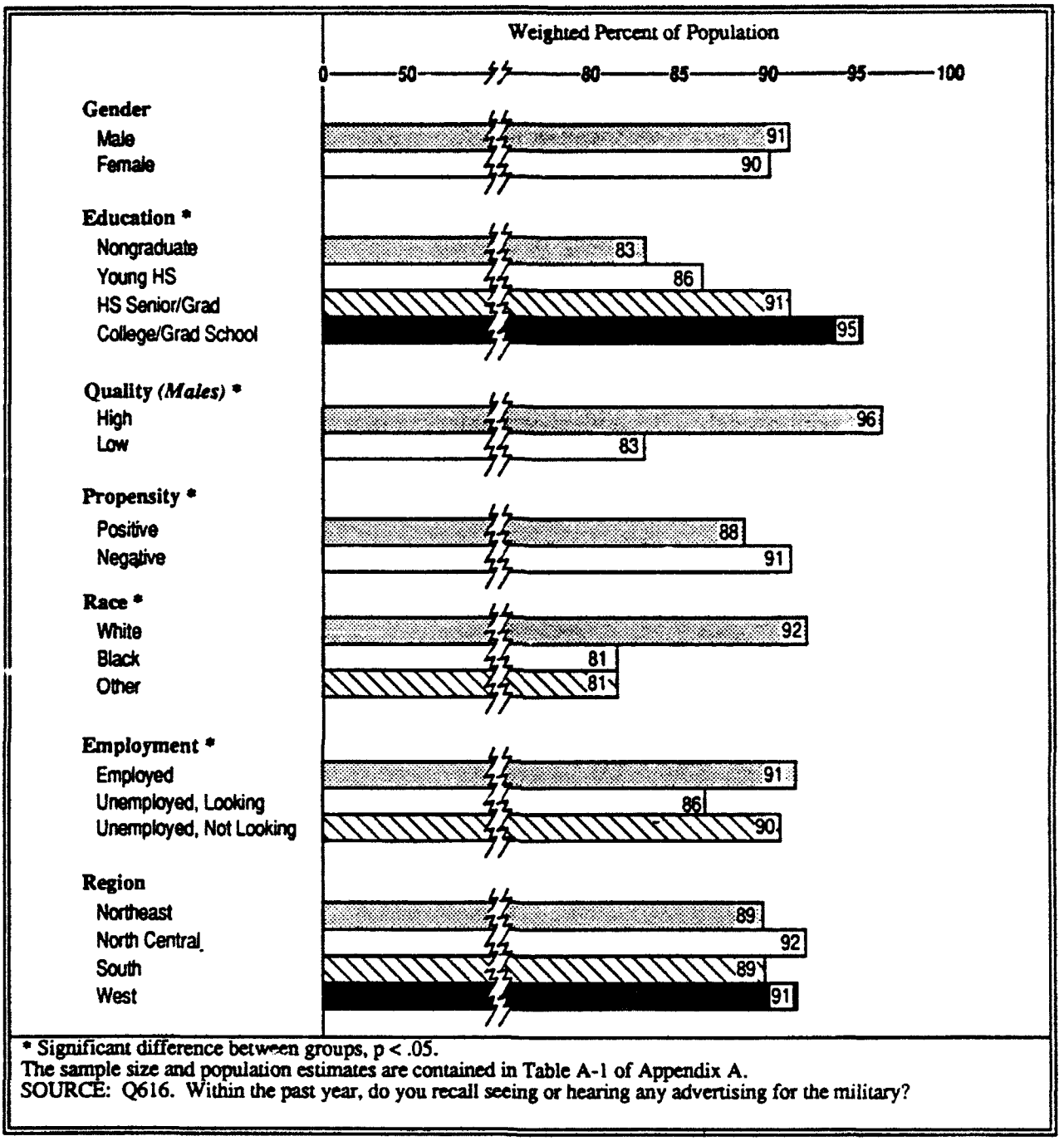
As a measure of advertising awareness, the 1990 YATS respondents were asked, "Within the past year, do you recall seeing or hearing any advertising for the military?" Across all demographic and background categories, between 81 and 96 percent of youth interviewed recalled seeing or hearing military advertising. Figure 2.1 shows the percentage of each subgroup, within each independent variable examined, that recalled seeing or hearing military advertising in the past year. For all variables, except gender and geographical region, the chi-square tests showed significant differences for the various levels of the independent variables at the .05 significance level. That is, there were differences in advertising recall among education groups, races, and employment levels and between quality levels and propensity groups.

The data indicate that the estimated proportion of high quality[1] males, the primary target market for recruiters, had the highest level of recall (96 percent). In addition, the "negative propensity" group (which often includes high quality males, the college-bound, and those who have at least some college) also had high levels of recall (95 percent).

Where and by Whom Was Advertising Seen?

Respondents who recalled seeing and/or hearing military advertising in the past year were asked in what media they noticed the advertising. Table 2.1 shows advertising recall

[1]High quality males are defined as those who have at least a high school diploma and who score at or above the 50th percentile on the Armed Forces Qualification Test.



* Significant difference between groups, $p < .05$.
The sample size and population estimates are contained in Table A-1 of Appendix A.
SOURCE: Q616. Within the past year, do you recall seeing or hearing any advertising for the military?

Figure 2.1 Recall Seeing/Hearing Military Advertising in Past Year by Selected Demographics

Table 2.1 Media Where Advertising Seen in Past Year - First Mention and All Mentions by Selected Demographics (Weighted Percent)

	News-Paper		Magazine		Billboard/ Poster		TV		Radio		Other	
GENDER	First	All	First	All	First	All	First	All	First	All	First	All
Males	3	17	7	34	4	22	68	91	6	47	12	32
Females	3	15	6	26	3	20	70	89	6	45	11	29
EDUCATION												
Nongraduate	4	12	5	20	3	26	73	90	6	41	8	24
Young HS	1	10	7	30	4	16	64	87	4	36	19	42
Senior/Grad	3	16	6	29	3	20	71	90	6	47	11	27
College +	4	19	8	37	5	23	66	91	8	51	10	31
QUALITY												
High	3	18	8	40	4	24	68	92	7	51	10	30
Low	3	14	5	24	4	20	67	88	5	40	16	35
PROPENSITY												
Positive	4	16	7	30	4	21	70	90	6	43	15	36
Negative	3	16	6	30	3	21	70	90	7	46	11	29
RACE												
White	3	16	6	31	3	21	70	91	7	48	11	29
Black	4	15	5	23	3	20	66	86	5	35	16	36
Other	3	16	9	31	5	21	61	84	5	37	17	38
EMPLOYMENT												
Employed	3	17	6	30	4	23	69	90	7	49	10	29
No, but looking	3	14	6	27	3	19	69	89	4	40	15	35
No, not looking	3	14	7	32	3	18	69	90	4	39	14	32
REGION												
Northeast	3	15	6	30	4	21	68	88	7	45	12	28
North Central	3	16	7	33	4	19	69	89	6	48	11	32
South	3	16	6	28	3	23	69	91	6	44	12	30
West	4	16	6	30	3	21	69	91	6	45	11	31

The sample size, population estimates, and indications of significant difference between groups ($p < .05$ for each group) are contained in Tables A-2 and A-3 of Appendix A.

Source: YATS Questions 616A-C (Do you recall seeing or hearing any advertising for the military?)

by media type. For each media column, there are two breakouts: on the left side is the "first mention," indicating the percentage of respondents giving that medium as their first response; on the right side is "all mentions" of the medium, regardless of order mentioned. These two measures -- "first mention" and "all mentions" -- are believed to capture different aspects of advertising recall. "First mentions" may better capture advertising effectiveness given their "top-of-mind" or spontaneous character. The "all mentions" represent total recall

given interviewer probing. However, it should be noted that these data do not distinguish between multiple responses offered spontaneously before any probing and responses provided after probing.

Television was mentioned first most often. Approximately two-thirds of the respondents who recalled advertising mentioned television first. Among other media sources, radio and magazines were rated next with 4 to 9 percent of respondent first mentions, followed by billboards with 3 to 5 percent, and newspapers from 1 to 4 percent. When the percentages within the "all mentions" category are ranked, the results indicate that TV is first, followed in order by radio, "other media" (e.g.,,"take-one" folders), magazines, billboards, and newspapers.

High quality males and those in college typically had the highest recall as shown in Table 2.1. Although television accounted for the highest recall among all demographic groups, the relative strength of magazine recall should be noted. Magazines generated a slightly higher first mention rate than radio among high quality youth and remained even with or ahead of radio as a first mention among most other demographic segments. Magazines also posted a strong showing among "all mentions," with higher aptitude males exhibiting the highest level of recall (40 percent). Nongraduates, those nonstudents who do not have a high school diploma, demonstrated the lowest level of magazine recall (first and all mentions) and highest first mention of TV.

Recall of Service Advertising

Respondents who recalled seeing military advertising within the past year were asked to identify the Service(s) promoted. Table 2.2 shows the percent who recalled specific Service advertising. The left hand column under each Service heading indicates the percentage of respondents who mentioned that Service first. The right hand column represents the compilation of the first three mentions.

Women reported Army advertising as a first mention more often than the other Services. The first mention of the individual Active Components across all demographic groups generally (except high quality males) followed the sequence: Army, Marine Corps, Air Force, and Navy. The sequence for high quality males was Army (48 percent), followed by the Air Force, Marine Corps, and Navy (15, 14, and 6 percent, respectively). Also across all characteristics, first-mention Army advertisement recall rates were about three to five times higher than the Marine Corps and Air Force and seven to ten times higher than the Navy.

Within the Army figures, there were no significant differences based upon school or employment status. However, low quality males and Blacks reported higher levels of recall than high quality males and non-Blacks. The opposite was true for those whose first-mention was the Air Force. The weighted percentages for the Army "all mentions" clustered between 74 and 78 percent with the highest recall among Blacks and young high school students (both at 78 percent), and those with post-high school education (77 percent).

Table 2.2 Service for Which Advertising Seen in Past Year - First and All Mentions by Those Who Saw Military Advertising (Weighted Percent)

	Army		Navy		Air Force		Marine Corps		All Active Services		Reserve/ Guard	
GENDER	First	All	First	All	First	All	First	All	First	All	First	All
Males	49	75	6	41	14	43	15	57	13	19	3	8
Females	56	76	5	33	12	39	15	52	7	11	4	6
EDUCATION												
Nongraduate	52	74	6	35	12	41	15	52	9	13	5	8
Young HS	52	78	8	43	13	43	16	55	8	12	3	5
Senior/Grad	52	74	5	36	13	40	15	55	11	15	4	7
College +	55	77	4	37	13	43	13	57	11	16	4	9
QUALITY												
High	48	75	6	42	15	45	14	59	14	20	4	9
Low	51	74	6	41	12	42	17	55	11	16	3	7
PROPENSITY												
Positive	49	75	7	42	15	46	16	57	9	14	7	7
Negative	54	76	5	36	12	40	15	54	10	15	4	7
RACE												
White	53	75	5	37	13	42	15	55	10	15	5	8
Black	56	78	8	39	11	38	14	52	8	12	5	8
Other	51	76	7	35	7	37	20	57	6	9	7	7
EMPLOYMENT												
Employed	53	76	5	37	12	41	14	55	11	15	4	8
No, but looking	50	73	6	40	14	42	16	56	10	14	4	6
No, not looking	53	76	5	37	14	42	16	55	8	13	4	7
REGION												
Northeast	56	75	5	33	11	38	14	52	9	13	4	8
North Central	54	77	6	38	14	44	13	54	10	14	4	6
South	51	76	6	39	13	43	16	57	10	16	4	8
West	52	74	5	36	14	43	16	54	11	15	3	6

The sample size, population estimates, and indications of significant differences between groups (p < .05 for each group) are contained in Tables A-4 and A-5 of Appendix A.
"All" mentions represent the compilation of the first three mentions.

Source: YATS Questions 617A11-A31 ("For which Military Service did you see this kind of advertising?")
Q 616A1-7 (Youth who have seen or heard advertising for the military within the past year.)

The proportions mentioning the Navy first were relatively small (4 to 8 percent), with little differentiation between subgroups. Of the Active Components, the Navy had the lowest overall recall among women (33 percent). Its highest level of recall, identical to the Air Force, was among young high school students (43 percent), followed closely by high quality youth and the positive propensity group (both 42 percent).

First mention of the Reserve Components was highest among non-Blacks and the positive propensity group. Of those who reported seeing advertisements for all Services, high quality males had the highest percentage (14 percent for first mention and 20 percent for all mentions), compared to other demographic groups.

Slogan Recognition by Service

Correctly identifying a Service slogan is a somewhat more reliable indicator of advertising awareness than self-reported recall. Respondents were read all or portions[2] of slogans used in past and present Service promotional material and asked to name the Service which used the slogan. From these data, a summary confusion matrix was calculated across slogans. The matrix provides correct identifications and misattributions. In Table 2.3, the diagonal shaded elements represent correct identification. The non-diagonal figures represent the proportion mistakenly identified.

Army. Two Army slogans were measured: the traditional "Be All You Can Be," introduced in 1980, and the relatively new "Get an Edge on Life," added in 1987. As measured in the 1990 YATS sample, the first slogan received a very high level of correct identification (88.4 percent) with very few respondents stating it was for another Service. The newer slogan had a lower recall level of 66.6 percent, with just over 12 percent believing it was for the Marine Corps.

[2]Portions were presented in cases where the Service's name was part of the slogan itself.

Table 2.3 Service Identification of Advertising Slogans
(Weighted Percent)

Slogan (Correct Service)	Service Identified					
	Army	Navy	Air Force	Marine Corps	Joint Service	Coast Guard
"Be All You Can Be"	**88.4**	3.2	3.2	1.6	3.5	0.1
"Get an Edge on Life" (Army)	**66.6**	6.6	7.8	12.4	4.8	1.8
"It's Not Just a Job, It's an Adventure"	56.4	**14.0**	8.0	13.9	6.0	1.6
"You Are Tomorrow"	19.0	**51.6**	6.2	15.1	5.0	3.1
"Full Speed Ahead" (Navy)	12.5	**48.2**	23.0	6.0	2.4	7.9
"Aim High" (Air Force)	4.7	2.9	**88.5**	2.6	0.8	0.5
"The Few, the Proud"	6.1	5.0	2.1	**84.4**	1.7	0.7
"Looking for a Few Good Men" (Marine Corps)	14.4	8.7	4.2	**66.0**	5.6	1.1
"It's a Great Place to Start"	43.4	14.9	15.9	5.1	**16.9**	3.7
"Opportunity is Waiting for You"	31.9	19.7	4.8	10.3	**25.8**	7.5
"Stand Up, Stand Out" (Joint Service)	21.9	8.6	7.5	44.9	**11.7**	5.5
"Be Part of the Action" (Coast Guard)	31.9	9.9	9.4	26.7	14.6	**7.5**

SOURCE: Q610 to 615 G. In random order, 12 Service slogans were read (minus identification of the Service in the slogan). Respondents were asked which Service(s) used the slogan.

Navy. Three Navy slogans were included. The first was the traditional "It's Not Just a Job, It's an Adventure," in use from 1976 to 1986. Although no longer the official slogan, there are still literature and brochures in recruiting offices imprinted with this slogan. The slogan was correctly identified by 14 percent of respondents (over 56 percent of respondents identified it with the Army). The slogan, "It's Not Just a Job..." was replaced with "You Are Tomorrow..." Even though the latter was the primary slogan for just two years (1987-1988),

it had a higher proportion of youth correctly identifying it with the Navy (51.6 percent). The Navy's current slogan, "Full Speed Ahead" was correctly identified by about half of the respondents (48.2 percent), while 23 percent identified it with the Air Force.

Air Force. For the past few years, the Air Force has used a single slogan, "Aim High." This slogan had a very high level of correct identification (88.5 percent), comparable to the percentage shown for the Army's "Be All You Can Be." These two slogans were least likely to be identified with another Service.

Marine Corps. Two Marine Corps slogans were included in the survey. The first slogan, "The Few, the Proud,..." introduced in 1990 had a high level of correct identification (84.4 percent), and ranked third overall. The second and older slogan, "Looking for a Few Good Men," was correctly identified by 66 percent of respondents, with 14 percent misattributing it to the Army.

Joint Recruiting Advertising. Three Joint recruiting advertising slogans were included in YATS. The proportion of respondents who identified these as advertisements for all Services was low, ranging from 11.7 to 25.8 percent. For example, "It's a Great Place to Start" (used from 1979-1988) was associated most with the Army (43.4 percent), followed by the Air Force (15.9 percent) and the Navy (14.9 percent). "Opportunity is Waiting for You" (1989) appeared most closely identified with the Army (31.9 percent), followed by the Navy (19.7 percent). The most recent slogan, "Stand Up, Stand Out," (1990) was associated most with the Marine Corps (44.9 percent), followed by the Army (21.9 percent).

Since Joint Recruiting advertising does not mention the term, "Joint," and is intended to serve as the "corporate umbrella" campaign including mention of all Military Services, young people in general should not be expected to differentiate the "Joint" concept from specific Service advertising. Perceptions of Joint Recruiting advertising as "Military" advertising or Service-specific advertising are consistent with the program objectives to increase overall interest in military enlistment. Identification of Joint Recruiting advertisements with particular Service branches may simply reflect respondent preference, familiarity or image association with those Services.

Section 3

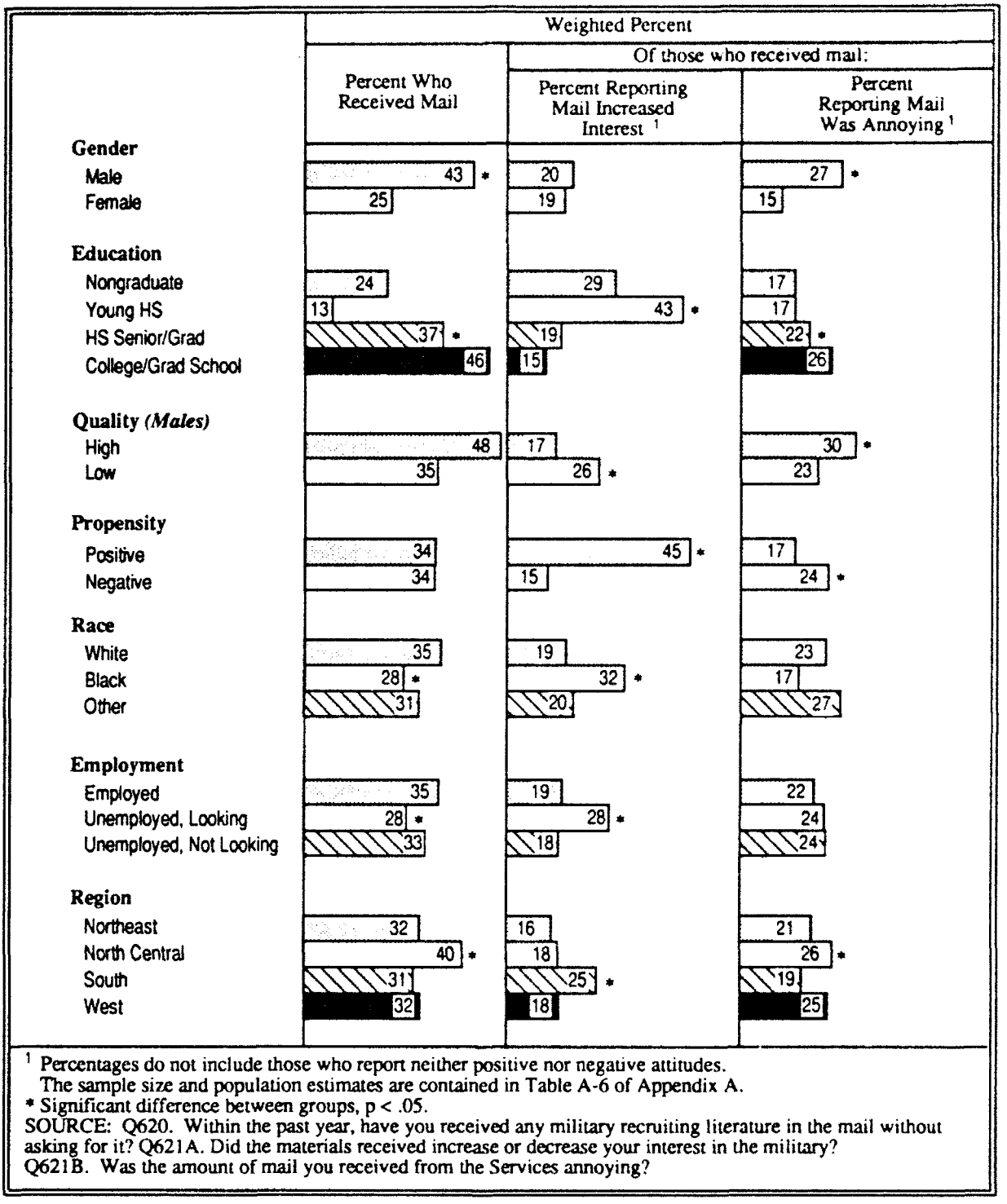
EXPOSURE TO ADVERTISING LITERATURE

This section reports findings regarding receipt and reaction to unsolicited military recruiting mail and whether youth recalled receiving and reading *Futures* magazine. Unsolicited mail usually involves a direct mail campaign. Direct mail recruiting campaigns consist of mailings periodically sent to selected youth audiences based upon mailing lists purchased from private vendors. Direct mail messages are designed to appeal to specific market segments, most often male high school seniors and graduates, particularly those who have the ability to score at or above the 50th percentile on the Armed Forces Qualification Test and college-qualified students. Approximately 80% of Service direct mail is addressed to young men. The intent of direct mail is to increase recipient likelihood of seeking more information from a recruiter.

Receipt of and Reaction to Unsolicited Mail

Respondents were asked whether they had received unsolicited recruiting literature in the mail during the past year. For those who recalled receiving such mail, follow-on questions were asked as to whether receipt of the information increased or decreased interest in enlisting, and whether it was annoying.

Figure 3.1 shows the proportions of respondents within various subgroups that recalled receiving unsolicited literature through the mail. There were significant differences between several subgroups. A much greater proportion of males (43 percent) than females (25 percent) reported receiving such literature. Among education levels, respondents who



[1] Percentages do not include those who report neither positive nor negative attitudes.
The sample size and population estimates are contained in Table A-6 of Appendix A.
* Significant difference between groups, $p < .05$.
SOURCE: Q620. Within the past year, have you received any military recruiting literature in the mail without asking for it? Q621A. Did the materials received increase or decrease your interest in the military? Q621B. Was the amount of mail you received from the Services annoying?

Figure 3.1 Receipt of and Reaction to Unsolicited Mail

had at least some college education (college+) were most likely to report having received literature (46 percent), followed by high school seniors/graduates (37 percent).

Figure 3.1 also shows the percentage of those receiving literature that indicated the mail increased their interest in enlisting. Generally, those groups with the highest interest in military enlistment -- younger high school students, blacks, those unemployed but looking f ' work, Southerners, and those reporting positive propensity -- are most likely to indicate direct mail increased their interest in enlistment. More respondents in the employed than in the unemployed category reported receiving literature. By region, more respondents residing in the North Central states reported receiving unsolicited mail (40 percent), while those in the South reported less (31 percent).

Finally, Figure 3.1 shows the percentage of those receiving literature that found it annoying. For some groups, the annoyance level appears to be inversely related to interest in the military, e.g., college students, high-aptitude males, and those expressing negative enlistment propensity. Males, however, who have a much higher enlistment propensity than females, also show greater sensitivity to direct mail.

Service Sending Literature

Respondents who recalled receiving unsolicited literature from the military within the past year were asked to recall which Service(s) sent the material. Codes were entered for each Service mentioned on an unaided basis; the interviewers did not ask whether respondents received literature from any of the Services other than the ones mentioned spontaneously in response to the question. Because there were a number of cells with zero

Table 3.1 Service from Which Mail was Received - First Mentions by Those Who Received Unsolicited Recruiting Mail (Weighted Percent)

	Army	Navy	Air Force	Marine Corps	All Services	Reserve/ Guard
GENDER						
Males	42	15	11	22	6	3
Females	59	8	15	9	3	7
EDUCATION						
Nongraduate	41	12	10	28	6	4
Young HS	43	14	11	21	2	8
Senior/Grad	48	14	14	17	5	4
College +	52	13	12	14	5	4
QUALITY						
High	43	16	12	21	5	3
Low	41	13	11	25	7	4
PROPENSITY						
Positive	41	15	14	22	4	4
Negative	50	11	12	16	5	5
RACE						
White	48	12	13	17	5	5
Black	51	11	12	19	3	4
Other	46	15	12	19	4	4
EMPLOYMENT						
Employed	48	12	13	18	5	4
No, but looking	52	12	10	18	3	5
No, not looking	48	13	12	17	6	5
REGION						
Northeast	47	16	13	14	5	4
North Central	47	12	12	19	5	5
South	52	10	12	17	4	5
West	46	12	14	20	6	3

The sample size, population estimates, and indications of significant difference between groups ($p < .05$ for each group) are contained in Tables A-4 and A-5 of Appendix A.

Source: Q621A. For which Military Service(s) did you receive unsolicited recruiting literature in the mail?

observations, e.g., no non-high school graduates, young high school students, or "other" minorities mentioned "all Services" as second mention, and because the chi-square tests showed significance in only two of 16 possible instances for second- or third-mentioned Services, the data in Table 3.1 and corresponding discussions pertain only to first mentions.

Army. Just under half (48.5 percent) of respondents who recalled receiving direct mail first mentioned receiving literature from the Army. Within this group, a higher proportion of women than men reported receiving literature (59 percent vs. 42 percent, respectively). More youth with at least some college (52 percent) than high school seniors/ graduates (48 percent) reported having received literature. Forty-three percent of young high school respondents reported receiving literature from the Army. More youth in the negative propensity group (50 percent) than in the positive group (41 percent) reported receiving Army literature.

Navy. Twelve percent of respondents who recalled receipt of direct mail named the Navy first as the sender. Almost twice as many males (15 percent) as females (8 percent) first mentioned the Navy as a source of literature. The percentage of females who said they received Navy literature was low in comparison to other demographic subcategories as well. A larger proportion of high quality youth (16 percent) compared to low quality youth (13 percent) reported having received Navy literature, as did a higher proportion of positive propensity youth (15 percent) than negative propensity youth (11 percent).

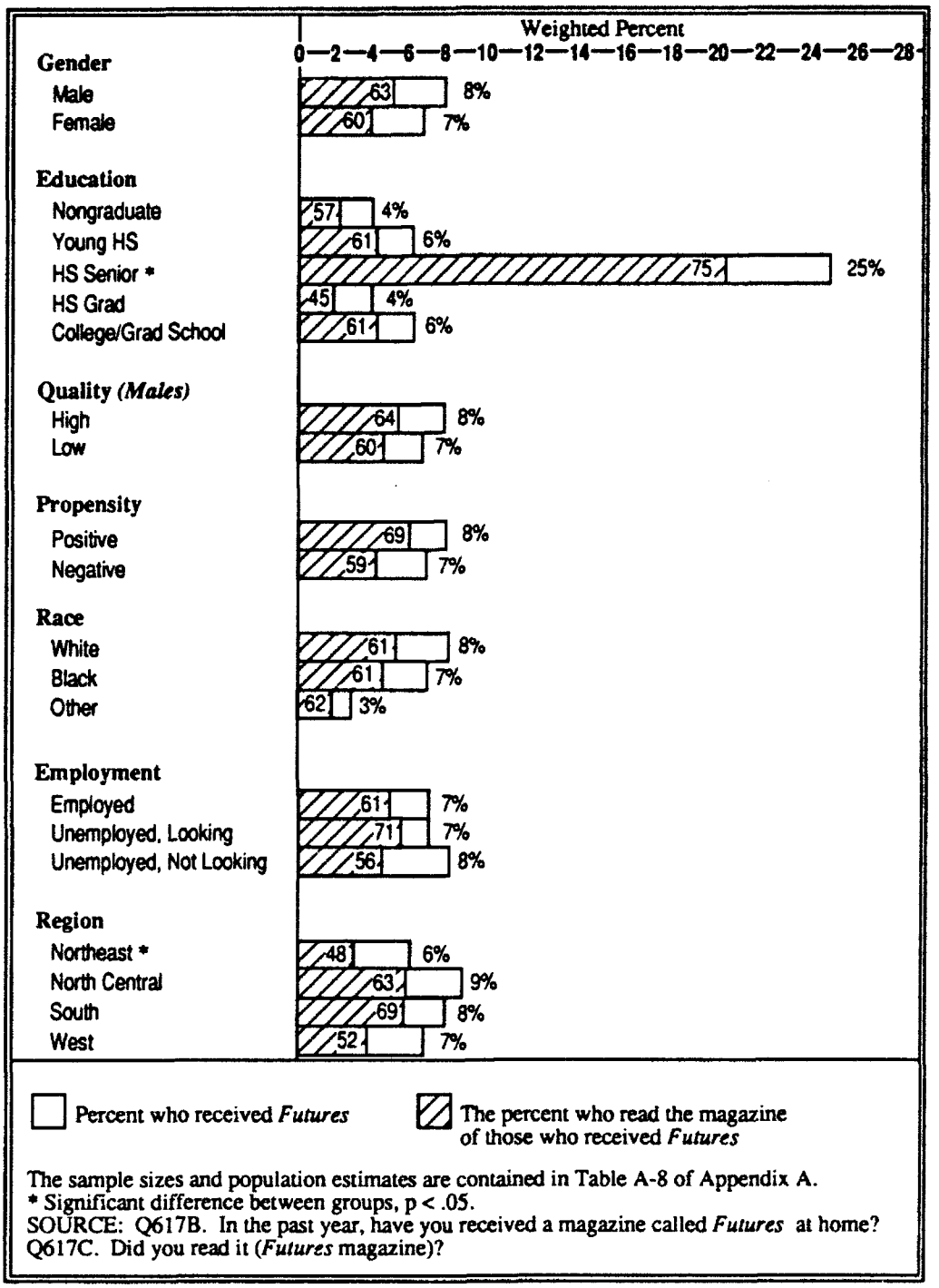
Air Force. Thirteen percent of respondents who recalled receiving military direct mail cited the Air Force first as the Service from which they received literature. The proportion of Air Force first-mentions was higher among women (15 percent) than men (11 percent). By education group, the largest proportion who reported receiving Air Force literature was high school seniors/graduates (14 percent).

Marine Corps. Approximately 18 percent of direct mail recipients first recalled receiving literature from the Marine Corps. Among those, men were approximately 2 1/2 times more likely than women to report receiving literature (22 percent versus 9 percent). Nongraduates had the highest reported receipt of unsolicited literature among all Marine Corps subgroups (28 percent). Unlike the other Services, the low quality group had a higher percentage that received Marine Corps literature (25 percent) than did the high quality group (21 percent). There was a significant difference between the positive and negative propensity groups, with 22 percent of the former having said they received Marine Corps literature, compared to 16 percent of the latter.

Futures Magazine

The magazine, *Futures*, is sponsored by the Joint Recruiting advertising program. Over three million copies were mailed to high school seniors at their homes in October 1990. The magazine contains information beyond that normally associated with military recruiting and includes a variety of articles regarding life after high school. Topics range from how to buy a used car, to how to write resumes, prepare for job interviews, and establish and protect a credit rating. The articles are interspersed with Service advertisements. Figure 3.2 shows the proportion of respondents who recalled receiving the magazine *Futures* at their residence, and of those who recalled receipt of *Futures*, the proportions who stated they read the magazine.

The data indicate that the magazine is reaching its intended target with 25 percent of high school senior respondents having recalled receiving *Futures*. That group also had a



The sample sizes and population estimates are contained in Table A-8 of Appendix A.
* Significant difference between groups, $p < .05$.
SOURCE: Q617B. In the past year, have you received a magazine called *Futures* at home?
Q617C. Did you read it (*Futures* magazine)?

Figure 3.2 Received/Read *Futures* Magazine in the Past Year

high proportion who read the magazine (75 percent). The readership percentage among the positive propensity group was 10 percentage points higher than for the negative propensity group (69 versus 59 percent), and a greater proportion of high quality youth than low quality youth reported reading the magazine (64 versus 60 percent). Aside from education groups, the most significant spread was among geographical regions, where 69 percent of those in the South who received the magazine read it, compared to 48 percent in the Northeast.

Section 4

SEARCH FOR INFORMATION

Respondents were asked whether they had spoken with a recruiter, visited a recruiting station, sent in a post card or coupon, or called an 800 toll-free phone number for information. Figure 4.1 displays the number who had spoken with recruiters, by demographic variables.

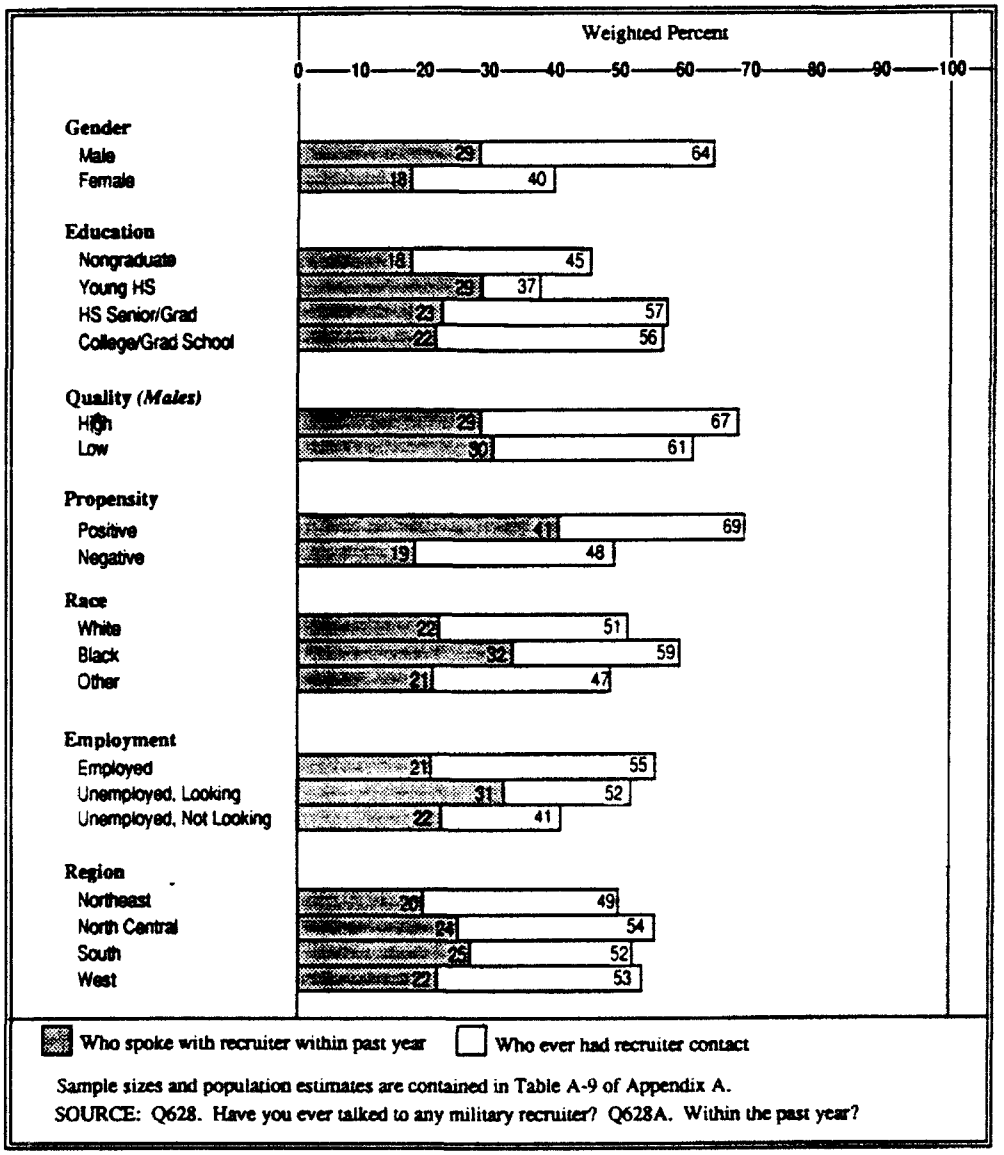


Figure 4.1 Talked with Recruiter Ever and Who Talked to a Recruiter Within Past Year

More males than females had spoken to recruiters, although the differences were less dramatic among those who had spoken with recruiters within the past year. The fact that more high school seniors/graduates and college+ youth than young students responded that they had talked to a recruiter was possibly a function of time, with older respondents having had more opportunities to be in contact with recruiters over the years.

The respondents who stated they had contact with a recruiter during the past year were asked to identify which Service the recruiter represented. The respondents also were asked whether they spoke with recruiters from other Services and were asked to list all other Services with which they had recruiter contact. Table 4.1 provides results of the Services first mentioned by YATS respondents who spoke to a recruiter. Second and third mentions are neither reported nor discussed because of low frequencies (e.g., in six of the eight demographic category cells there were no second or third responses).

Army. Reported contact with Army recruiters was highest for the negative propensity (49 percent), high school senior/graduate (48 percent), and those with education beyond high school (48 percent) groups. The Army was the only Service where a greater proportion of the negative propensity group reported recruiter contact than the positive group (49 and 36 percent, respectively). High school seniors/graduates had a greater amount of recruiter contact (48 percent) than nongraduates (40 percent) or those in their early high school years (36 percent).

Navy. For the Navy, those expressing positive enlistment propensity (21 percent), Blacks (19 percent), and nongraduates (18 percent) showed the highest first-mentioned

Table 4.1 First Service Mention for Those Who Spoke with Recruiter in Past Year (Weighted Percent)

	Army	Navy	Air Force	Marine Corps	Reserve/ Guard
GENDER					
Males	45	17	12	20	6
Females	45	14	16	16	8
EDUCATION					
Nongraduate	40	18	16	18	7
Young HS	36	17	18	22	6
Senior/Grad	48	14	12	18	7
College +	48	15	12	16	7
QUALITY					
High	45	16	12	20	6
Low	45	17	12	18	6
PROPENSITY					
Positive	36	21	16	20	6
Negative	49	13	12	18	7
RACE					
White	45	15	14	18	7
Black	46	19	11	17	6
Other	40	14	12	25	8
EMPLOYMENT					
Employed	45	14	13	19	7
No, but looking	40	18	15	19	7
No, not looking	49	16	13	15	6
REGION					
Northeast	47	12	14	21	6
North Central	46	15	13	17	9
South	43	17	14	17	7
West	45	15	13	21	5

The sample size, population estimates, and indications of significant difference between groups ($p < .05$ for each group) are contained in Table A-6 of Appendix A.

Source: Q629A. What Service did the military recruiter represent (first mention)?

contact. There was a substantial difference in reported contact between the positive and negative propensity groups (21 and 13 percent, respectively).

Air Force. Overall, the Air Force had the lowest reported first contact of any of the Active Components (ranging from 12 to 18 percent for the various subgroups). This finding reflects the fact that the Air Force has the smallest number of recruiters among the Services

and one of the smaller recruiting objectives. It is the only Service where more women than men reported recruiter contact (16 and 12 percent, respectively). The Air Force gender-free recruiting system generates a greater proportion of women recruits than the other Services (Department of Defense, 1991).

Marine Corps. First mention of contact with Marine Corps recruiters was highest for the young high school market (22 percent). Among education subcategories, the college+ group (16 percent) had the lowest reported contact. This is consistent with data in the Department of Defense's annual *Population Representation in the Military Services* 1990 report that show that the Marine Corps recruits the greatest proportion of 17-year-olds.

Reserve Components. Relative to the Active Components, first mention of contact with Reserve Component recruiters was very low. This is consistent with Reserve Component emphasis on prior service recruits, a system that generates non-prior service recruits through unit members in contrast to recruiters, and smaller recruiting budgets and numbers of recruiters (Lerro & Griffith, 1991).

Other means of searching for information involved making an 800 number toll-free telephone call, sending clip-out coupons in magazines, or visiting a recruiting office to ask for information. Less than 6 percent of respondents said that they had sent a coupon or made a call. However, rates for certain subgroups were somewhat higher, as shown in Table 4.2. More respondents visited recruiting offices than sent postcards or made the 800 number telephone calls, but most rates were still in single digits. A significantly higher proportion

of positive as compared to negative propensity youth visited a recruiting office (21 and 5 percent, respectively).

Table 4.2 Sent in a Coupon, Made a Toll-free Call, or Visited a Recruiting Station (Weighted Percent)

	SENT IN COUPON/POSTCARD	MADE TOLL-FREE CALL	VISITED RECRUITING STATION
GENDER			
Males	7*	4*	11*
Females	4	2	4
EDUCATION			
Nongraduate	4	4	9*
Young HS	7	3	7
Senior/Grad	6	3	8
College +	4	3	6
QUALITY			
High	6*	3*	10*
Low	8	5	13
PROPENSITY			
Positive	15*	9*	21*
Negative	3	2	5
RACE			
White	5*	3*	6*
Black	10	5	13
Other	7	2	7
EMPLOYMENT			
Employed	5*	3*	7*
No, but looking	8	5	11
No, not looking	5	2	5
REGION			
Northeast	3*	2	6*
North Central	5	3	7
South	7	4	9
West	4	4	8

The sample size and population estimates are contained in Tables A-11 to A-13 of Appendix A.
* Significant difference, $p < .05$.

Source: Q622, 625, 627. Within the past year, have you (made a toll-free call, sent a postcard/coupon, visited a recruiting station) for information about the military?

The finding that Black respondents sought information about the military in higher proportions than other racial groups is consistent with Blacks' higher positive propensity to enlist. In terms of which Service youth responded to, approximately one-third who sent a postcard sent it to the Army, 23 percent to the Air Force, 19 percent to the Marine Corps, and 16 percent to the Navy.

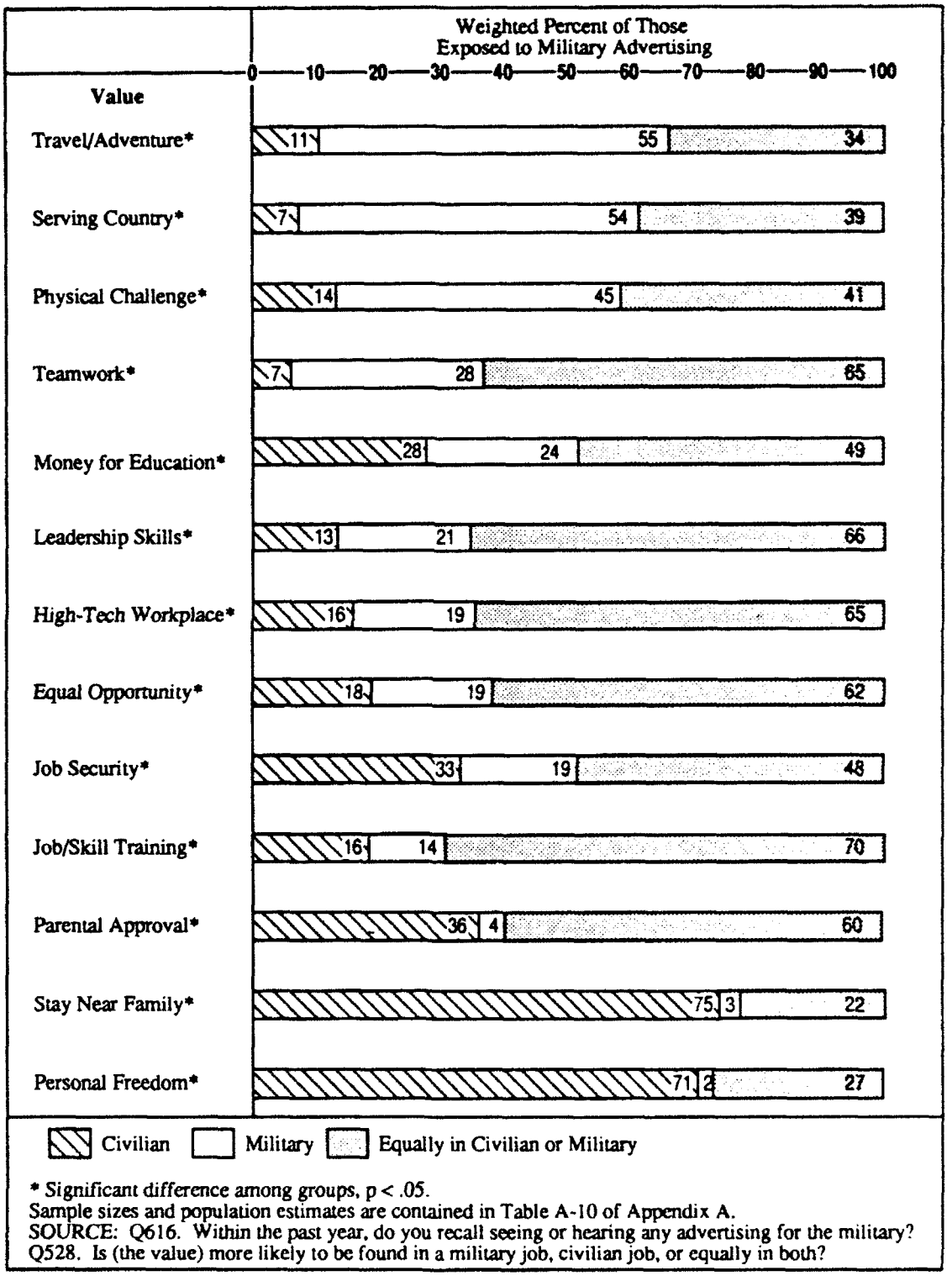
Section 5

RELATIONSHIPS OF VALUES AND PERCEPTIONS TO THE MILITARY

Respondents were asked whether various work-related and personal values (listed in Table 5.1) could most likely be found in the military, in a civilian work environment, or equally in both. Respondents who stated that the value could best be found in the military or equally in both settings were then asked which Service they thought could best offer the particular value. The data were sorted by those who recalled or did not recall seeing or hearing military advertising over the past year. As shown in Figure 5.1, youth exposed to military advertising during the past year identified whether the values could best be found in the military, in civilian life, or in both environments equally.

The attributes that about one-half of the respondents thought were best found in the military included travel/adventure (55 percent), serving one's country (54 percent), and physical challenge (45 percent). Significant proportions of respondents indicated that most attributes were likely to be found equally in both settings. In particular, two-thirds or more of respondents said that the opportunity to experience job/skill training, leadership skills, a high-tech workplace, and teamwork was equally to be found in the civilian and military sectors. Other values thought to be found equally in both settings were equal opportunity (62 percent), parental approval (60 percent), money for education (49 percent), and job security (48 percent). Just over one-third of the respondents (36 percent) identified the civilian world as the work environment most likely to bring parental approval, one-third said job security was to be associated with a civilian job, and about 28 percent thought the civilian sector offered the best opportunity to obtain money for education. More clear advantages

for the civilian setting were shown for the values of staying near one's family and friends (75 percent), and personal freedom (71 percent).



* Significant difference among groups, $p < .05$.
Sample sizes and population estimates are contained in Table A-10 of Appendix A.
SOURCE: Q616. Within the past year, do you recall seeing or hearing any advertising for the military?
Q528. Is (the value) more likely to be found in a military job, civilian job, or equally in both?

Figure 5.1 Those Exposed to Military Advertising Indicating Environment Where Values Can Best be Found

Respondents who thought that important values could best be achieved either in the military or equally in the military or civilian sector were asked to identify the Service that best offered the opportunity to achieve them. Table 5.1 presents the results as a function of whether respondents had or had not seen advertising during the past year. The data on youth perceptions provide evidence that the Services have established distinct images much in line with their advertising strategies (Lerro & Griffith, 1991).[3] Before presenting supporting YATS survey findings regarding Service perceptions, we provide a brief synopsis of the Service advertising strategies.

Service Advertising Strategies

Army. The advertising strategy of the U.S. Army Recruiting Command focuses on the tangible and intangible advantages of Army service. Army advertising assists recruiters in demonstrating that the Army provides opportunities which are relevant to civilian success, and that the Army offers a full range of benefits. Army advertising is aimed at four youth segments: 1) college freshmen and sophomores; 2) college-oriented high school students; 3) work-oriented high school students; and 4) high school graduates not currently enrolled in school. Civilian career development and job variety messages are aimed at work-oriented youth. Opportunities for earning money for education are targeted to the college-oriented.

Navy. From 1976 to 1986, the Navy's advertising themes highlighted travel and adventure opportunities, and the hardware of the Navy. In 1987 and 1988, assessments

[3] During the period October through December 1990, as part of another study effort, HumRRO and Westat staff members conducted extensive interviews with the Directors of Recruiting Advertising and members of their staffs regarding advertising strategies, campaigns, and executions. The minutes of these extensive interviews were consolidated and provided to DMDC in January 1991.

Table 5.1 Service Seen as the Best Source of Values, by Exposure to Advertising in the Past Year (Weighted Percent)[1]

VALUE	SERVICE			
	ARMY	NAVY	AIR FORCE	MARINE CORPS
Money for Education				
Exposed	50	12	27	10
Not Exposed	46	16	26	13
Physical Challenge*				
Exposed	30	5	6	59
Not Exposed	40	10	13	37
Leadership Skills				
Exposed	30	11	20	38
Not Exposed	36	15	20	28
High Tech*				
Exposed	14	21	58	7
Not Exposed	26	19	43	12
Equal Opportunity*				
Exposed	59	13	20	8
Not Exposed	54	17	17	12
Job Training				
Exposed	40	17	31	11
Not Exposed	36	18	29	16
Job Security				
Exposed	46	16	24	15
Not Exposed	44	15	27	14
Travel/Adventure*				
Exposed	21	45	22	12
Not Exposed	27	31	28	13
Teamwork				
Exposed	46	15	13	15
Not Exposed	45	17	15	17
Stay Near Family				
Exposed	60	12	18	10
Not Exposed	54	17	16	13
Personal Freedom				
Exposed	45	16	26	13
Not Exposed	38	24	25	13
Serve Country				
Exposed	45	11	17	27
Not Exposed	46	14	16	25
Parental Approval				
Exposed	30	20	38	12
Not Exposed	35	21	31	13

* Significant difference between groups, $p < .05$

[1] Includes only respondents who indicate goal could be met in military or equally in military and civilian worlds. The sample size and population estimates are contained in Table A-12 of Appendix A.

Source: Q528C Among the Military Services, which one best offers the opportunity for the value?

derived through numerous sources (e.g., the Navy Advertising Effectiveness Survey, the BBDO-New York Strategic Study; Lerro, Barnes, Suffa, & Schroyer, 1989) indicated that youth did not value travel and adventure as much as goals such as "experience leading to self-actualization" and "working with high-tech equipment." As a result, the travel and adventure theme was replaced by "You and the Navy, Full Speed Ahead." In current Navy advertisements, people are the primary focus; the equipment is secondary. The message emphasizes preparing for a future career.

Air Force. The Air Force developed a message which clearly differentiates its image from the other Services. Air Force advertising is designed to foster the image that the Air Force is the premier Service for working in a high technology environment.

Marine Corps. The Marine Corps conducts a semi-annual survey of youth attitudes and perceptions to evaluate and, when necessary, adjust its advertising strategy (Thompson, 1991). Currently, its advertising emphasizes the Marine Corps as: 1) a physically and mentally challenging Service for a select few; 2) a Service that provides opportunities for development of discipline and leadership skills; 3) a Service that offers training in job skills; and 4) a cohesive, small, tightly knit organization. According to Marine Corps officials, their advertising strategy is designed "to sell the intangibles of the Marine Corps," such as "pride, elitism, honor, integrity, and service and duty to the country."

Comparing Strategies and Messages with Respondent Images

Comparing intended Service messages with the images youth have of them suggests that advertising contributes to helping form desired Service perceptions. Fifty-eight percent

of respondents who recalled seeing or hearing military advertising during the past year indicated that the military was as good or better than the civilian sector as a source for a high-technology workplace. The Air Force was identified as the Service providing the best opportunities in this regard. This was almost three times higher than the next Service (the Navy at 21 percent). The Marine Corps had a similar edge in terms of physical challenge, having a proportion almost twice as high as the next Service, the Army (59 and 30 percent, respectively). Almost twice as many youth identified the Army as providing money for education over the next Service, the Air Force (50 and 27 percent, respectively). In all three cases, these are images the Services themselves have actively promoted.

The contribution of advertising also can be seen by comparing the Services identified with selected values between those who had been exposed to advertising during the past year and those who had not. Greater differentiation between Services was evidenced among those who were exposed to advertising. The data are consistent with other research efforts (Baxter & Gay, 1988) indicating that perceptions of the Services are influenced by advertising. Slightly more of those who did not recall seeing or hearing military advertising over the past year rated the Army as the best source of physical challenge (40 percent), while the majority of those who did recall seeing advertisements rated the Marine Corps as a better source in this regard (59 percent). The percentage of respondents not exposed to advertising rated the Air Force as the best source of a high technology workplace, 17 percentage points higher than the Army; however, the difference between first and second place among those who had reported seeing advertising during the past year was 37 percentage points (Air Force, 58 percent; Navy, 21 percent).

Section 6

CONCLUSIONS

This report presented data regarding Service advertising awareness levels, the Services' images among youth, and actions taken by young people to seek information about the military. The data were analyzed in terms of demographic and other background characteristics. Findings provide insight concerning the effectiveness of military recruiting advertising.

Observations and Implications

Observations. The Services often measure advertising effectiveness in terms of aggregate changes in youth advertising awareness and perceptions of individual Service images. Most Services track youth awareness and attitudes regarding the Service before and after implementation of an advertising campaign. Positive shifts in perceptions corresponding to changes in message content are interpreted as advertising successes. Types of measurement include short turn-around measures as well as long-range reviews such as input from new recruit surveys; focus groups conducted by the Service advertising agencies; Service-unique market surveys; surveys designed to address specific target audiences of youth, parents, and influencers; audits of media delivery and delivery results; and findings from annual Youth Attitude Tracking Study surveys.

The ultimate goal of military advertising is to support recruiters in achieving their recruiting mission for both quality goals and numerical objectives. In a generic sense, advertising is designed to develop awareness, create an image, make an impression, and

generate an action response. The Services state that they do not take a competitive approach that "my product is better than the others" (Lerro & Griffith, 1991). Rather, they strive to create an image that clearly differentiates a particular Service component from the others. The Services' marketing/advertising strategies are aimed at cultivating very specific perceptions about each Service. The analyses conducted for this report and other research efforts (Warner, 1989) suggest that the Services have been generally successful in minimizing substantial overlap in message.

The Army, Navy, Air Force, and Marine Corps have been very effective in developing creative messages that help differentiate their Service from the other Services. The Army "owns" money for education, the Air Force is the "premier" Service for providing a high-tech work environment, the Marine Corps is the "elite" Service for leadership development and physical challenge, and the Navy is firmly identified with "travel and adventure." Most youth accurately recalled the Service advertising messages, and correctly identified Service slogans.

The analyses did indicate substantial differences in slogan recognition levels. The differences, however, may be as much a product of allocated resources and continuity as they are of content and perception. Since at least the mid-1980s, the Army has had substantially higher advertising resource levels than the other Services. The Army cites advertising's increased emphasis and resourcing levels as a major component of its recruiting successes in the mid to late 1980s (White, 1989). Additionally, the Army slogan, "Be All You Can Be," has extensively penetrated the airwaves, and is almost universally recognized by just its background music. Conversely, the Navy has made two major changes in its slogan in the last few years, and has not been able to establish adequate reach and frequency, due in part

to relatively limited resources. It is not surprising that the current Navy slogan has the lowest recognition level of the Services.

Considering that the words "Joint Service" are not used in the advertisements, and that the purpose of Joint recruiting advertising is to complement the Services' individual advertising programs, the "incorrect" identification with these slogans to a particular Service is not particularly a negative finding. The association could be viewed as an asset for a particular Service, depending on the overall response to the advertisements.

The fact that Joint Recruiting advertising slogans are more often attributed to specific Services than to "all the Services together" is not surprising. Each of the Services is mentioned in their respective Service-specific advertisements, and the focus is on individual differentiating benefits of enlistment. In contrast, the "Joint" program emphasizes generic military service, and it is more likely that respondents would identify these ads with familiar Services, especially if the content of the slogan matches their overall perception of a particular Service.

Misidentification of the Joint slogans should not be interpreted to mean that the Services do not benefit from the program. Indeed, a Rand Corporation analysis (Dertouzos, 1989) suggests that, for most Services, the Joint program has a positive impact on high quality enlistments. The report indicates that the Navy, in particular, benefited from Joint advertising.

Recruiters reach their intended target audiences. From half to two-thirds of high quality youth and those with some college reported having had contact with a recruiter, most often from the Army and Marine Corps. In addition, recruiters are concentrating on specific market segments. Higher percentages of those who reported talking to an Air Force or Marine Corps recruiter were high school students; higher percentages of those who talked to any recruiter were high school graduates and college students. The same observations can be made about recruiting literature. It appears that the Services are effectively reaching high quality males. This is surmised from the finding that a greater percentage of youth in this subgroup reported receiving literature (48 percent). For example, about half of the college-plus and negative propensity groups reported receiving Army material (52 and 50 percent, respectively).

The combination of advertising and recruiter contact is effective in reaching the high quality youth market. Across all demographic characteristics reviewed, television was the highest mentioned medium, followed by radio and magazines. However, magazine readership was substantial among high quality youth, with 40 percent of that group recalling military advertisements placed in magazines. Magazines are a cost-effective way to reach the high quality youth market. Further, the fact that 67 percent of high quality youth reported contact with recruiters implies that high quality youth might be conducting explorations of military opportunities, and/or that recruiters were successful in making contact with their primary target market.

The contribution of advertising also can be seen by comparing youth who had been exposed to advertising during the past year with those who had not, in terms of the Services

they identified as most likely providing various personal and work attributes. Greater differentiation between Services was present among those exposed to advertising. It is probable that even for those who did not recall seeing advertising during the past year, there was still a relationship between the Service advertising messages and youth perceptions. Even though there were statistically significant differences between "Exposed" and "Not Exposed" for many of the values, youth may have been aware of the Service messages through a different medium, or, possibly through the results of the lag effect of advertising. That is, we may be seeing long-term residual effects of past military advertising and recruiting efforts.

Implications. The methods used by the Services to measure advertising effectiveness and their advertising strategies are similar to those in the private sector. Measurement is often based on advertising's ability to influence enlistments (sales) indirectly through influence on awareness, attitude, comprehension, and propensity to enlist (analogous to conviction-to-purchase in the private sector).

The impact of advertising ultimately influences enlistments, but typically does so over relatively long time periods (i.e., it involves a lag effect). It often requires a series of ads with multiple, convincing claims. The strategy in military advertising is very similar to that proposed by private sector advertising professionals (Rossiter & Percy, 1991) who state that it is paramount that advertising strategy involve:

- Emotional authenticity tailored to the lifestyles of groups within the target audience.
- Advertisements where the target audience can personally identify with the product.

- A degree of information as well as selling.
- Repetition that serves as a build-up function and a reinforcement function.

Continual levels of advertising over an extended time period, with adequate reach and frequency, are an important ingredient of recruiting success. However, due to the ongoing military force drawdown, smaller recruiting objectives, and hard-fought fiscal compromises, recruiting advertising dollars are being reduced -- and reduced disproportionately to the lowered numerical recruiting objectives. Downsizing the recruiting force and slashing advertising dollars may enable the competitors of recruiting commands, such as junior colleges, to establish a stronger position. When recruiting objectives increase -- as may occur because higher recruiting levels will be needed to sustain eventual steady-state manpower levels -- military recruiting may be at a decided disadvantage trying to penetrate the market.

Conclusions

The data provide insight into the question, "How effective is advertising?" For instance, military advertising awareness levels were high, slogan recognition was strong, and significant proportions of YATS respondents recalled receiving information about the military and having had some contact with recruiters. Respondents believed that most of the job/life values could be achieved in a military setting.

The findings from this study suggest that military advertising has been effective in creating awareness of the military and knowledge of the specific opportunities available in each Service. This is consistent with other studies that have shown that military advertising is a key factor in recruiting success (Dertouzos & Polich, 1989). While the 1990 YATS data

indicate advertising got its message across to the public, the pressures to reduce advertising resources may affect the success of future advertising efforts. Due to the lag effect of advertising, near-term recruiting is not expected to be compromised. However, even with new, more cost-effective, creative approaches to advertising, reduced resource levels may cause a long-term decline in awareness. Measures should be implemented to assess the possible degree of decline and its potential effects on recruiting.

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APPENDIX A

Data Tables with Population Estimates and Sample Sizes

Table A - 1. Recall Seeing/Hearing Military Advertising in Past Year by Selected Demographics

Demographic	Population Estimate	Sample Size	Weighted Percent of Population
Gender			
Male	14,859,072	6,345	91
Female	15,934,859	3,426	90
Education*			
Nongraduate	4,537,112	1,019	83
Young HS	5,001,810	1,706	86
HS Senior/ Grad	12,963,618	3,829	91
College/ Grad school	8,291,391	3,217	95
Quality (males)*			
High	9,045,917	4,290	96
Low	5,813,155	2,055	83
Propensity*			
Positive	5,512,839	1,947	88
Negative	25,281,092	7,824	91
Ethnicity*			
White	25,013,414	7,937	92
Black	4,253,475	845	81
Other	1,527,041	989	81
Employment*			
Employed	19,449,177	6,174	91
Umemployed Looking	5,467,887	1,738	86
Not Looking	5,876,867	1,859	90
Region			
Northeast	6,333,895	2,067	89
North Central	8,139,810	2,562	92
South	10,990,386	3,285	89
West	5,329,841	1,857	91

* Significant difference between groups, $p < .05$

Table A - 2. Media Where Advertising Seen in Past Year
First Mention by Selected Demographics

	Population Estimate	Sample Size	Percent of Population					
			Newspaper	Magazine	Billboard/ Poster	TV	Radio	Other
Gender								
Males	13,431,046	5,820	3	7	4	68	6	12
Females	14,240,332	3,089	3	6	3	70	6	11
Education*								
Nongraduate	3,755,179	843	4	5	3	73	6	8
Young HS	4,252,838	1,474	1	7	4	64	4	19
HS Senior/Grad	11,797,965	3,516	3	6	3	71	6	11
College +	7,865,396	3,076	4	8	5	66	8	10
Quality (males)*								
High	8,628,426	4,096	3	8	4	68	7	10
Low	4,802,620	1,724	3	5	4	67	5	16
Propensity*								
Positive	4,839,649	1,730	4	7	4	70	6	15
Negative	22,831,728	7,179	3	6	3	70	7	11
Ethnicity*								
White	23,026,814	7,392	3	6	3	70	7	11
Black	3,415,997	693	4	5	3	66	5	16
Other	1,228,566	824	3	9	5	61	5	17
Employment*								
Employed	17,714,201	5,689	3	6	4	69	7	10
Unemployed								
Looking	4,677,546	1,534	3	6	3	69	4	15
Not Looking	5,279,629	1,686	3	7	3	69	4	14
Region								
Northeast	5,586,983	1,859	3	6	4	68	7	12
North Central	7,491,212	2,390	3	7	4	69	6	11
South	9,771,333	2,972	3	6	3	69	6	12
West	4,820,849	1,688	4	6	3	69	6	11

* Signficant difference between media and groups, $p < .05$

Table A - 3. Media Where Advertising Seen in Past Year
All Mentions by Selected Demographics

	Population Estimate	Sample Size	Percent of Population						
			Newspaper	Magazine	Billboard	Poster	TV	Radio	Other
Gender									
Males	13,473,487	5,840	17*	34*	22*	7	91*	47	32*
Females	14,299,465	3,099	15	26	20	7	89	45	29
Education									
Nongraduate	3,766,280	845	12*	20*	26*	6*	90*	41*	24*
Young HS	4,282,130	1,483	10	30	16	8	87	36	42
HS Senior/Grad	11,832,564	3,529	16	29	20	6	90	47	27
College +	7,891,878	3,082	19	37	23	9	91	51	31
Quality (males)									
High	8,657,174	4,110	18*	40*	24*	7	92*	51*	30*
Low	4,816,212	1,730	14	24	20	6	88	40	35
Propensity									
Positive	4,850,237	1,735	16	30	21	8	90	43	36*
Negative	22,922,614	7,204	16	30	21	7	90	46	29
Ethnicity									
White	106,024	7,420	16	31*	21	7	91*	48*	29*
Black	,428,251	694	15	23	20	8	86	35	36
Other	238,576	825	16	31	21	8	84	37	38
Employment									
Employed	17,782,020	5,707	17*	30	23*	7	90	49*	29*
Unemployed									
Looking	4,689,853	1,539	14	27	19	8	89	40	35
Not Looking	5,300,978	1,693	14	32	18	6	90	39	32
Region									
Northeast	5,624,340	1,866	15	30*	21	7	88*	45	28
North Central	7,522,929	2,397	16	33	19	7	89	48	32
South	9,787,670	2,979	16	28	23	7	91	44	30
West	4,837,912	1,697	16	30	21	8	91	45	31

* Signficant difference between groups, within media, $p < .05$

Table A - 4. Service for Which Advertising Seen in Past Year
First Mention by those who saw Military Advertising by Selected Demographics

	Population Estimate	Sample Size	Percent of Population					
			Army	Navy	Air Force	Marine Corps	All Services	Reserves/ Guard
Gender*								
Males	13,266,188	5,743	49	6	14	15	13	3
Females	13,873,777	3,012	56	5	12	15	7	4
Education								
Nongraduate	3,654,584	823	52	6	12	15	9	5
Young HS	4,222,085	1,464	52	8	13	16	8	3
HS Senior/Grad	11,550,827	3,448	52	5	13	15	11	4
College +	7,712,469	3,020	55	4	13	13	11	4
Quality (males)*								
High	8,534,788	4,047	48	6	15	14	14	4
Low	4,731,400	1,696	51	6	12	17	11	3
Propensity*								
Positive	4,800,322	1,714	49	7	16	16	9	7
Negative	22,922,614	7,204	54	5	12	15	10	4
Ethnicity*								
White	22,565,948	7,263	53	5	13	15	10	8
Black	3,366,136	684	56	8	11	14	8	5
Other	1,207,882	808	51	7	11	20	6	7
Employment								
Employed	17,404,525	5,590	53	5	12	14	11	4
Unemployed								
Looking	4,577,435	1,511	50	6	14	16	10	4
Not Looking	5,158,005	1,654	53	5	14	16	8	4
Region*								
Northeast	5,439,365	1,815	56	5	11	14	9	4
North Central	7,360,125	2,350	54	6	14	13	10	4
South	9,642,678	2,930	51	6	13	16	10	4
West	4,697,796	1,660	52	5	14	16	11	3

* Signficant difference between groups, $p < .05$

Table A - 5. Service for Which Advertising Seen in Past Year
All Mentions by those who saw Military Advertising by Selected Demographics

	Population Estimate	Sample Size	Percent of Population					
			Army	Navy	Air Force	Marine Corps	All Services	Reserves/ Guard
Gender								
Males	13,473,387	5,840	75	41*	43*	57*	19	8*
Females	14,299,465	3,099	76	33	39	52	11	6
Education								
Nongraduate	3,766,280	845	74*	35	41	52	13	8*
Young HS	4,282,130	1,483	78	43	43	55	12	5
HS Senior/Grad	11,832,564	3,529	74	36	40	55	15	7
College +	7,891,878	3,082	77	37	43	57	16	9
Quality (males)								
High	8,657,174	4,110	75	42	45*	59*	20*	9*
Low	4,816,212	1,730	74	41	41	55	16	7
Propensity								
Positive	4,850,237	1,735	75	42*	46*	57	14	7
Negative	22,922,614	7,204	76	36	40	54	15	7
Ethnicity								
White	23,106,024	7,420	75	37	42*	55	15	8*
Black	3,428,251	694	78	39	38	52	12	5
Other	1,238,576	825	76	35	37	57	9	7
Employment*								
Employed	17,782,020	5,707	76	37	41	55	15	8*
Unemployed								
Looking	4,689,853	1,539	73	40	42	56	14	6
Not Looking	5,300,978	1,693	76	37	42	55	13	7
Region								
Northeast	5,624,340	1,866	75	33*	38	52	13	8
North Central	7,522,929	2,397	77	38	44	54	14	6
South	9,787,670	2,979	76	39	41	57	16	8
West	4,837,912	1,697	74	38	43	54	15	6

* Signficant difference between groups within services, $p < .05$

Table A - 6. Received/Read "Futures" Magazine in the Past Year by Selected Demographics

	Population Estimate	Sample Size	Percent Received Futures	Population Estimate	Sample Size	Percent Read Futures
Gender						
Males	12,985,720	5,607	8	979,982	469	63
Females	13,961,415	3,021	7	1,015,737	235	60
Education						
Nongraduate	3,655,080	820	4*	154,740	44	57
Young HS	4,128,226	1,434	6	246,117	86	61
HS Senior/Grad	11,534,130	3,421	10	1,098,518	381	62
College +	7,629,700	2,953	6	496,344	193	61
Quality (males)						
High	8,335,977	3,939	8	643,069	333	64
Low	4,649,744	1,668	7	336,913	136	60
Propensity						
Positive	4,730,569	1,687	8	363,018	144	69
Negative	22,216,566	6,941	7	1,632,701	560	59
Ethnicity						
White	22,403,176	7,151	8	1,690,998	592	61
Black	3,350,184	675	7	234,947	51	61
Other	1,193,775	802	6	69,774	61	62
Employment						
Employed	17,209,743	5,505	7	1,247,979	430	61
Unemployed						
Looking	4,563,808	1,488	7	325,093	119	71
Not Looking	5,173,584	1,635	8	422,647	155	56
Region						
Northeast	5,442,654	1,795	6*	307,563	118	48*
North Central	7,332,507	1,434	9	626,354	198	63
South	9,507,458	3,421	8	743,290	256	69
West	4,664,516	2,953	7	318,512	132	52

* Significant difference between groups, $p < .05$

Table A - 7. Receipt and Reaction to Unsolicited Mail by Selected Demographics

	Population Estimate	Sample Size	Percent who Received	Percent Reporting Positive Effect	Percent Saying Mail was Annoying
Gender					
Males	14,725,245	6,287	43*	20	27*
Females	15,828,529	3,399	25	19	15
Education					
Nongraduate	4,525,611	3,792	24*	29*	17*
Young HS	4,970,727	1,694	13	43	17
HS Senior/Grad	12,873,503	3,792	37	19	22
College +	8,183,934	3,180	46	15	26
Quality (males)					
High	8,926,729	4,236	48*	17*	30*
Low	5,798,516	2,051	35	26	23
Propensity					
Positive	5,506,214	1,944	34	45*	17*
Negative	25,047,559	7,742	34	15	24
Ethnicity					
White	24,803,247	7,865	35*	19*	23
Black	4,238,355	842	28	32	17
Other	1,512,171	979	31	20	27
Employment					
Employed	19,271,874	6,107	35*	19*	22
Unemployed					
Looking	5,447,096	1,732	28	28	24
Not Looking	5,834,804	1,847	33	18	24
Region					
Northeast	6,241,680	2,033	32*	16*	21*
North Central	8,045,820	2,539	40	18	26
South	10,967,106	3,271	31	25	19
West	5,299,167	1,843	32	18	25

* Signficant difference between groups, $p < .05$

Table A - 8. Service from Which Mail was Received
First Mentions by those who Received Recruiting Mail
by Selected Demographics

	Population Estimate	Sample Size	Army	Navy	Air Force	Marine Corps	All Services	Reserves/ Guard
Gender*								
Males	5,952,380	2,170	42	15	11	22	6	3
Females	3,543,980	828	59	8	15	9	3	7
Education*								
Nongraduate	1,018,809	283	41	12	10	28	6	4
Young HS	607,234	226	43	14	11	21	2	8
HS Senior/Grad	4,434,269	1,529	48	12	14	17	5	4
College +	3,436,048	1,500	52	13	12	14	5	4
Quality (males)								
High	4,014,441	2,003	43	16	12	21	5	3
Low	1,937,940	707	41	13	11	25	7	4
Propensity*								
Positive	1,831,844	706	41	15	14	22	4	4
Negative	7,664,517	2,832	50	11	12	16	5	5
Ethnicity								
White	7,871,541	2,938	48	12	13	17	5	5
Black	1,173,235	264	51	11	12	19	3	4
Other	451,584	336	46	15	12	19	4	4
Employment								
Employed	6,251,076	2,330	48	12	13	18	5	4
Unemployed								
Looking	1,462,214	527	52	12	10	18	3	5
Not Looking	1,783,070	681	48	13	12	17	6	5
Region								
Northeast	1,795,912	695	47	16	13	14	5	4
North Central	2,992,759	1,071	47	12	12	19	5	5
South	3,180,289	1,150	52	10	12	17	4	5
West	1,527,400	622	46	12	14	20	6	3

* Signficant difference between services and groups, $p < .05$

Table A - 9. Talked with Recruiter Ever/Past Year and First Mentions of Service by those who Talked Within Past Year by Selected Demographics

	Population Estimate	Sample Size	Talked with Recruiter: Ever	Talked with Recruiter: Within Past Year	Service[1]: Army	Navy	Air Force	Marine Corps	Reserves/ Guard
Gender									
Males	14,909,793	6,360	64*	45	45*	17	12	20	6
Females	15,951,560	3,429	40	44	45	14	16	16	8
Education									
Nongraduate	4,591,568	1,030	45	40	40	18	16	18	7
Young HS	5,011,855	1,709	37	78	36	17	18	22	6
HS Senior/Grad	12,986,473	3,832	37*	41	48*	14	12	18	7
College +	8,291,456	3,218	56	39	48	15	12	16	7
Quality (males)									
High	9,047,159	4,291	67	43	45*	16	12	20	6
Low	5,862,633	2,069	67	50	45	17	12	18	6
Propensity									
Positive	5,530,057	1,952	69*	60	36	21	16	20	6
Negative	25,331,295	7,837	48	40	49*	13	12	18	7
Ethnicity									
White	25,061,235	7,950	51	43	45	15	14	18	7
Black	4,267,930	847	59*	55	46	19	11	17	6
Other	1,532,188	992	47	45	40	14	12	25	8
Employment									
Employed	19,507,210	6,185	55*	39	45	14	13	19	7
Unemployed									
Looking	5,467,561	1,739	52	60	40	18	15	19	7
Not Looking	5,886,581	1,865	41	53	49	16	13	15	6
Region									
Northeast	6,336,300	2,068	49	41	47	12	14	21	6
North Central	8,152,018	2,566	54*	45	46	15	13	17	9
South	11,027,622	3,293	52	48*	43	17	14	17	7
West	5,345,413	1,862	53	42	45	15	13	21	5

[1] Less than one percent of respondents indicated recruiter represented all Services.

* Significant difference between groups, ($p < .05$) for those who had ever talked to a recruiter and who talked to a recruiter during past year; for service of recruiter, significant difference ($p < .05$) applied between groups across services.

Table A - 10. Military vs. Civilian Comparisons, Work-related Values and Advertising Recall

	Weighted Population Estimate	Sample Size	Opportunity Better In Military
Money for Education			
Recall	6,812,449	2,026	25
Don't Recall	504,441	120	17
Physical Challenge			
Recall	12,534,493	4,194	45
Don't Recall	831,497	222	28
Leadership Skills			
Recall	5,832,390	1,926	21
Don't Recall	580,128	161	19
High Technology Environment			
Recall	5,170,193	1,606	19
Don't Recall	542,284	149	18
Equal Opportunity			
Recall	5,189,923	1,737	19
Don't Recall	394,239	98	13
Trade or Skill			
Recall	3,986,710	1,252	14
Don't Recall	428,258	108	14
Job Security			
Recall	9,061,432	2,974	33
Don't Recall	567,300	145	19
Travel & Adventure			
Recall	15,422,028	4,952	55
Don't Recall	1,075,963	291	36
Teamwork			
Recall	7,837,217	2,624	28
Don't Recall	665,092	185	22
Remain Near Family			
Recall	868,483	261	3
Don't Recall	180,846	42	0.6
Personal Freedom			
Recall	599,811	179	2
Don't Recall	143,403	36	5
Serve Country			
Recall	15,112,743	4,831	54
Don't Recall	1,398,723	365	46
Parental Approval			
Recall	1,218,375	403	4
Don't Recall	177,717	47	6

Table A - 11. Relationship of Source of Values and Exposure to Advertising in Past Year

	Exposed to Military Advertising in Past Year?	
	YES Population Estimate = 27,772,852 Sample Size = 8,939	NO Population Estimate 3,021,080 Sample Size = 832
Value Best Obtained		
Money for Education		
Military/Both	72.5	74.1
Civilian	27.5	25.9
Physical Challenge*		
Military/Both	86.2	81.1
Civilian	13.8	18.9
Leadership Skills*		
Military/Both	86.5	82.4
Civilian	13.4	17.7
High-Tech Workplace*		
Military/Both	84.1	77.3
Civilian	15.9	22.7
Equal Opportunity*		
Military/Both	81.6	76.7
Civilian	18.4	23.3
Job/Skill Training*		
Military/Both	84.4	80.2
Civilian	15.6	19.8
Job Security*		
Military/Both	81.1	74.2
Civilian	18.9	25.8
Travel/Adventure*		
Military/Both	89.1	82.3
Civilian	10.9	17.7
Teamwork*		
Military/Both	92.7	87.6
Civilian	7.3	12.4
Stay Near Family*		
Military/Both	24.8	41.6
Civilian	75.2	58.4
Personal Freedom*		
Military/Both	29.3	49.7
Civilian	70.7	50.3
Serving Country*		
Military/Both	93.0	87.7
Civilian	7.0	12.3
Parental Approval		
Military/Both	64.0	64.6
Civilian	36.0	35.4

* Significant difference between groups, $p < .05$

Table A - 12. Relationship of Source of Values, Service Perceptions, and Exposure to Advertising in Past Year

	Population Estimate[1]	Sample Size[1]	Service			
			Army	Navy	Air Force	Marine Corps
Exposure to Advertising						
Money for Education						
Exposed	12,258,892	3,874	50.2	12.4	27.4	10.0
Not Exposed	1,317,228	362	45.8	15.6	26.0	12.6
Physical Challenge*						
Exposed	19,261,794	6,345	30.0	10.5	6.1	58.7
Not Exposed	1,829,676	494	39.6	5.1	13.2	36.6
Leadership Skills						
Exposed	15,659,628	5,080	30.0	11.4	20.5	38.1
Not Exposed	1,675,148	448	36.4	14.8	20.4	28.4
High-Tech Workplace*						
Exposed	16,821,656	5,542	14.5	20.9	57.6	7.0
Not Exposed	1,603,104	449	26.2	19.1	42.8	11.8
Equal Opportunity*						
Exposed	13,032,312	4,234	59.1	12.8	20.0	8.1
Not Exposed	1,437,978	386	53.9	17.1	17.2	11.8
Job/Skill Training						
Exposed	14,788,543	4,780	39.9	17.4	31.4	11.2
Not Exposed	1,614,144	434	36.1	18.5	29.2	16.2
Job Security						
Exposed	12,563,301	4,042	45.7	15.6	24.1	14.6
Not Exposed	1,340,243	372	44.5	15.2	26.6	13.7
Travel/Adventure*						
Exposed	17,846,429	5,854	20.7	44.6	22.2	12.5
Not Exposed	1,707,278	463	27.1	31.3	28.4	13.1
Teamwork						
Exposed	15,767,383	5,175	46.2	14.6	13.2	26.0
Not Exposed	1,693,168	461	45.3	17.3	15.4	21.9
Stay Near Family						
Exposed	4,155,553	1,349	60.0	11.9	18.2	9.9
Not Exposed	807,716	234	54.3	17.0	15.9	12.8
Personal Freedom						
Exposed	4,546,770	1,416	45.0	15.7	26.2	13.1
Not Exposed	830,427	222	37.9	24.0	25.5	12.6
Serving Country						
Exposed	14,785,606	4,821	45.2	10.8	16.8	27.1
Not Exposed	1,647,618	458	45.8	13.7	15.9	24.6
Parental Approval						
Exposed	12,738,440	4,019	30.4	20.1	32.6	12.0
Not Exposed	1,355,499	357	35.2	21.0	30.8	13.0

[1] Only includes respondents who indicated that goal could be met in military or equally in civilian and military life.

* Significant difference between groups, $p < .05$